Please amend claims 1, 7, 12, 17, 21, 33, 45, 47 and 49 as follows:

1.   (Amended)   A method for presenting an animated advertisement on a web page, comprising:

(a)   obtaining an animated content having at least one object adapted to run across a host web page downloaded by a client computer from a web server without obscuring or disabling portions of the web page lying outside a boundary of said objects at any given instant of time,

(b)   embedding the animated content in a web page layer that is separate from the host web page,

(c)   receiving a redirection call from the client computer during an idle time of the client computer requesting that the web page layer be uploaded to the client computer,

(d)   uploading said web page layer to the client computer responsive to said redirection call for displaying an animated advertisement content in said web page layer in association with the host web page so that the animated advertisement appears superimposed on the host web page in response to a trigger signal that is independent of the host web page.

7.   (Amended)   The method according to Claim 4, wherein the trigger signal is independent of any autonomous activity performed by a user of the client computer.

12.   (Amended)   A web server for presenting an animated advertisement on a web page, the web server comprising:

a processor for embedding the animated advertisement in a web page layer that is separate from the host web page and contains an animated advertisement content containing at least one object adapted to run across the web page without obscuring or disabling portions of the web page lying outside a boundary of said objects at any given instant of time,

a memory coupled to the processor and storing the web page layer therein,

a communication mechanism coupled to the processor and responsive to a redirection call from a client computer connected to the web server during an idle time of the

client computer requesting that the web page layer be uploaded to the client computer for

af successively and separately uploading the host web page and the web page layer to the client

computer.

---

17. (Amended) The web server according to Claim 14, wherein the communication

a5 mechanism is responsive to the processor for downloading to the client a mobile program for

creating the trigger signal.

Sub B7 21. (Amended) A method for presenting an animated advertisement on a web

page, the method comprising :

(a) downloading a host web page from the web server,

(b) sending a redirection call to the web server during an idle time of the client

computer requesting that there be uploaded to the client computer a web page

layer separate from the host web page and containing the animated advertisement

aφ having at least one object adapted to run across the host web page without

obscuring or disabling portions of the host web page lying outside a boundary of

said objects at any given instant of time,

(c) superimposing the web page layer over said host web page, and

(d) applying a trigger signal for starting the animated advertisement.

Sub B10 33. (Amended) A client machine for presenting an animated advertisement on a

web page, the machine comprising:

a processor,

a memory coupled to the processor,

a7 a communication mechanism coupled to the processor for downloading a host

web page from a web server to said memory and for sending a redirection call to the web server

during an idle time of the client computer requesting that there be uploaded to the client

computer a web page layer separate from the host web page and containing the animated

advertisement having at least one object adapted to run across the host web page without

Applicant : Sivan Tafla   Attorney's Docket No.: 10980-010001 / 122315.5 LK
Serial No. : 09/502,182
Filed   : February 10, 2000
Page   : 4

obscuring or disabling portions of the host web page lying outside a boundary of said object at any given instant of time,

        a triggering unit coupled to the processor for applying a trigger signal for starting the animated advertisement, and

        an overlay mechanism coupled to the triggering unit and responsive to the trigger signal for superimposing the web page layer over said host web page.

45.   (Amended)   A program storage device readable by machine, tangibly embodying a program of instructions executable by the machine to perform operations for presenting an animated advertisement on a host web page, said operations comprising:

    (a)   uploading the host web page to a client computer connected to the web server,

    (b)   receiving a redirection call from the client computer during an idle time of the client computer requesting that there be uploaded to the client computer a web page layer containing the animated advertisement containing at least one object adapted to run across the host web page without obscuring or disabling portions of the host web page lying outside a boundary of said object at any given instant of time,

    (c)   separately uploading the web page layer to the client computer.

47.   (Amended)   A program storage device readable by machine, tangibly embodying a program of instructions executable by the machine to perform operations for presenting an animated advertisement on a host web page, said operations comprising:

    (a)   downloading the host web page from a web server to a client computer coupled to the web server,

    (b)   sending a redirection call to the web server during an idle time of the client computer requesting that there be uploaded to the client computer a web page layer separate from the host web page and containing the animated advertisement having at least one object adapted to run across the host web page without obscuring or disabling portions of the host web page lying outside a boundary of said objects at any given instant of time,

(c) superimposing the web page layer over said host web page, and

(d) applying a trigger signal for starting the animated advertisement.

49. (Amended) A program storage device readable by machine, tangibly embodying a program of instructions executable by the machine to perform operations for presenting an animated advertisement on a host web page, said operations comprising :

(a) obtaining an animated content having at least one object adapted to run across a host web page downloaded by a client computer from a web server without obscuring or disabling portions of the web page lying outside a boundary of said objects at any given instant of time,

(b) embedding the animated content in a web page layer that is separate from the host web page,

(c) receiving a redirection call from the client computer during an idle time of the client computer requesting that the web page layer be uploaded to the client computer,

(d) uploading said web page layer to the client computer responsive to said redirection call for displaying an animated advertisement content in said web page layer in association with the host web page so that the animated advertisement appears superimposed on the host web page in response to a trigger signal that is independent of the host web page.